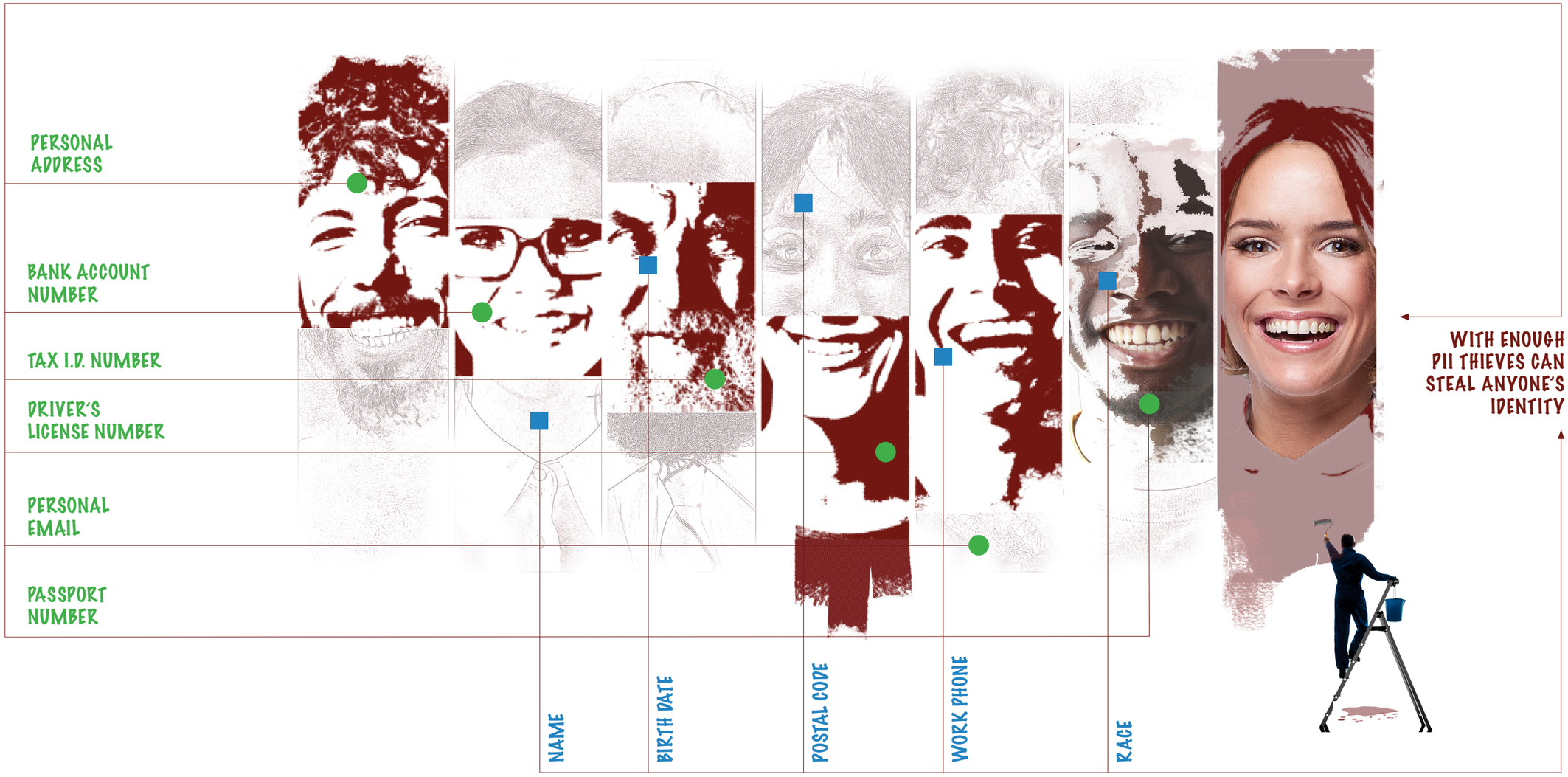
EACH PIECE OF PERSONALLY IDENTIFIABLE INFORMATION (PII) PAINTS A CLEARER PICTURE OF AN INDIVIDUAL



CLICK THINKING INFOGRAPHIC

- PERSONALLY IDENTIFIABLE INFORMATION (PII): information that can be used to directly identify someone (click for more examples)
- NOT PERSONALLY IDENTIFIABLE INFORMATION—UNLESS COMBINED WITH PII: information that can't directly identify someone—such as name and birthdate—because many people may have it in common; when combined with other information—like a personal address—it can become PII
- PROTECT YOUR OWN PII AND THAT OF OTHERS: adhere to company guidelines for protecting PII; ask your manager if you're not sure

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